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CENDANA ARTS ORGANISATION RESILIENCE FUNDING PROGRAMME

OVERVIEW APPLICATION PERIOD

Call for Applications	Application Due Date	Due Diligence + Evaluation	Notification to Applicants	Programme to Start
1 October 2020	31 October 2020	2 November – 30 November 2020	10 December 2020 onwards	January 2021 onwards

What is the CENDANA Arts Organisation Resilience Funding Programme?

CENDANA’s Arts Organisation Resilience Funding Programme (“Programme”) aims to develop a pool of professional arts organisations that contributes to:

- Shaping Malaysia’s cultural diversity, identity, values and aspirations;
- Producing quality arts content and experiences that can be appreciated by both Malaysian and international audiences;
- Enriching the lives of audiences and different segments of the Malaysia community through arts and culture outreach programmes;
- Contributing substantially to the development of Malaysia’s cultural landscape, artistic practices, professional expertise and talent; and
- Achieving sound management of resources and better financial sustainability.

The Arts Organisation Resilience Funding Programme provides support to arts organisations nationwide to deliver artistic programmes or services for the arts, to plan with certainty, and increase their capacity to leverage other support and collaborations. The programme **provides funding up to RM150,000 per application, supporting organisations and its activities from January 2021 until December 2021.**

Arts organisations registered under Malaysian law i.e. Registration of Business (ROB) under Companies Commission of Malaysia (SSM), Registrar of Companies (ROC) or Registrar of Societies (ROS) whose core business focuses on artistic practice, presentation of programmes and intermediary services for the performing arts, visual arts, independent music and crafts sectors (as defined in the below table) of Malaysia are encouraged to apply.

Performing arts	Visual arts	Independent music	Crafts
<ul style="list-style-type: none"> • Traditional and contemporary arts that may include: <ol style="list-style-type: none"> i. theatre ii. dance iii. comedy iv. musicals v. ensembles vi. cross and multi-disciplinary collaborations with focus on performing arts 	<ul style="list-style-type: none"> • Ceramics • Drawings • Paintings • Sculptures • Printmaking • Photography • Installation art • Digital/ Multimedia art 	<ul style="list-style-type: none"> • Music produced independently – not by any major commercial record labels or their subsidiaries 	<ul style="list-style-type: none"> • Crafts • Traditional Textile • Beadworks • Weaving • Ceramics • Woodwork • Metalwork • Traditional arts • Instruments and Props • Handmade Shoes

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The Programme is open to organisations with core business in the arts focusing on categories of work such as Making Art, Bridging and Intermediary work. More details on the three categories are listed below:

Making Art	Bridging	Intermediary
<p>a) Creating original works which add to Malaysia's arts and cultural landscape and which may earn recognition locally or/ and abroad;</p> <p>AND/ OR</p> <p>b) Presenting/ adapting works of the highest quality, which Malaysians take pride in and are enriched by.</p> <p>In best instances, these companies create and/ or present work which reflects our Malaysia narrative and multi-ethnic identities.</p>	<p>a) Creating presentations/ programmes that reach out to specific demographics (e.g. youths, children, senior citizens) or underserved segments (e.g. the disabled, youths-at-risk, people from low-income backgrounds);</p> <p>AND</p> <p>b) Expanding/ advocating access to the arts for all, developing new audiences, build and raise appreciation of the arts.</p>	<p>a) Supporting the development of practitioners/ artists and/ or the sector.</p> <p>They do so by:</p> <ul style="list-style-type: none"> - advocating the arts; - providing administrative services; - providing opportunities for capability development (e.g. residencies, mentorships); <p>engaging in research and documentation;</p> <p>AND</p> <p>b) facilitating domestic and international networks, amongst other services.</p>

For application purposes, select **only one** of the above definition that best fits your main focus of work. This will determine the assessment criteria to be applied to your application. If successfully admitted to the **Arts Organisation Resilience Funding Programme**, the selected category will also determine the types of key performance indicators you will need to deliver.

Below are some examples of arts organisations that may benefit from this programme in relation to the above Making Art, Bridging and Intermediary work categories. This list is not exhaustive.

Types of Arts Organisations			
Performing Arts	Visual Arts	Independent Music	Crafts
<ul style="list-style-type: none"> • Independent venues/ spaces; • Theatre production companies; • Artistic companies (i.e. dance, theatre, music etc); • Services to the sector (i.e.technical/ 	<ul style="list-style-type: none"> • Alternative/ independent art exhibition venues; • Artist-run/ collective spaces; • Services to the sector (i.e. conservation/ restoration, fabrication services, 	<ul style="list-style-type: none"> • Independent recording/ sound studios; • Music equipment/ tech supply companies (with core business in mainly small-scale events) 	<ul style="list-style-type: none"> • Independent artisans, craft-makers, producers; collectives and organisations; • Services to the sector (i.e. heritage preservation, innovation, etc.)

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production companies, intermediary work, arts administration services etc.)	intermediary work etc.)		
<ul style="list-style-type: none"> Organisations that are dedicated towards curating and programming the arts in their festivals/platforms and more. 			

What is the aim of the CENDANA Arts Organisation Resilience Funding Programme?

The Arts Organisation Resilience Funding Programme will cover expenses that consists of two components – funding to cover **baseline operating expenditure** and **programme expenditure** to support longer term planning and empowering organisational development as articulated below:

Section A – To cover baseline operating expenditure which may include:	
Sustainability	To build resilience and enhance sustainability of operations for duration of twelve (12)-months.
Management	To administer, manage and promote public and/or community-based artistic projects, services and programmes which may include showcase, exhibitions, publication, outreach/ educational programmes, training and other relevant arts specialist services to the industry.
Section B – To cover programme expenditure which may include:	
Creation	To create, develop and deliver innovative artistic work and programming
Research	To undertake research, documentation, archiving or work on development of artistic practice and other aspects of focused study that would contribute to development of the arts industry.
Accessibility	To support initiatives and programmes that encourage public participation, create greater visibility and audience building to experience the arts.
Capacity	To support programmes and training with focus on capacity development for staff, practitioners, new and emerging artists and cultural workers, creating opportunities for the sector and building wider networks within the country, regionally or internationally.

Overall ratio between company baseline operating expenditure to programming expenditure may be taken into consideration depending on the nature of business, type of organisational focus and applicant's company profile which will be reviewed on a case-by-case basis as part of the evaluation process.

Who can apply to the Arts Organisation Resilience Funding Programme?

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- Arts organisations (that deliver artistic programmes or deliver services for the arts sector) with a minimum history of three (3) years and are actively engaged in the Malaysian arts and culture sector;
- Priority is provided to arts organisations that are registered under the Malaysian law i.e. Registration of Business under Companies Commission of Malaysia (SSM), Registrar of Companies (ROC), and Registrar of Societies (ROS);
- Arts organisations that are set-up as statutory boards may be considered, as long as programmes and implementation of activities serve the national agenda;
- Must be able to provide audited accounts prepared by external auditor for the most recent two (2)-years and current year management accounts (i.e. summary of accounts, profit and loss, balance sheet etc.)
- Demonstrate tangible track record of past programmes and/or delivery of services for the arts sector;
- Demonstrate they are well governed, effectively managed, and have potential to generate other income streams;
- Have an organisational structure to support on-going activities, with at least one salaried and/ or fixed-term contract personnel.

Lead applicant from the Arts Organisation must assume full administrative responsibility as well as be actively involved in the whole application, monitoring and evaluation process.

Existing Arts Organisation beneficiaries may be able to re-apply at the end of each funding cycle, subject to available funding.

Projects proposed by for-profit entities must have significant developmental benefits for Malaysian artists, bring high quality arts to audiences and should ideally achieve financial sustainability with time. In addition, CENDANA may prioritise funding to organisations whose core business is in the arts.

Who can't apply to the Arts Organisation Resilience Funding Programme?

CENDANA will not be able to support your application if you:

- i) Are a group/ organisation:
 - constituted for non-secular purposes;
 - currently receiving grants or sponsorship under CENDANA or its holding company MyCreative Ventures Sdn Bhd funding programmes;
 - that have pending/ outstanding evaluation reports on the use of previous funding programmes from CENDANA or its holding company MyCreative Ventures Sdn Bhd;
 - owes money to CENDANA;
 - if there are any adverse findings on the organisations during the due diligence process.
- ii) Are proposing a series of efforts/ programmes that:
 - have already commenced prior to the time of application or prior to completion of CENDANA's application evaluation process;
 - programmes that do not have a clearly defined arts component, including projects primarily aimed at promoting religious causes;

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- programmes that are not able to demonstrate efforts to benefit practicing artists or cultural workers;
- activities that do not fall under the types of artforms/ sectors of CENDANA's mandate;
- programmes that are intended specifically for academic purposes or presented under the auspices of a school or tertiary institution and is part of its curriculum;
- programmes primarily aimed to generate profits which will be distributed to company owners/ shareholders;
- programmes that are held at a religious venue;
- programmes that is not intended for public consumption;
- programmes that are intended for fundraising purposes;
- (where relevant) is unable to obtain relevant in-market licenses (for e.g. local council or PUSPAL approvals).

What does the CENDANA Arts Organisation Resilience Funding Programme support?

The Arts Organisation Resilience Funding Programme provides funding up to RM150,000 per application (based on a reasonable and realistic estimate of total qualifying costs) and covers a range of activities and expenses for the purposes as below:

Eligible Expenses	Non-Eligible Expenses
<p>Operations:</p> <ul style="list-style-type: none"> • Venue rental for administrative as well as programme needs • Staff/ hires (full-time or/ and part-time) salary costs • Training/ development (cost to organise or participate) • Marketing costs • Other operating costs such as legal and audit fees, utilities etc. <p>Programmes:</p> <ul style="list-style-type: none"> • Productions/ exhibitions/ shows • Outreach programmes • Industry platforms • International activities/ platforms • Marketing costs • Mobility costs • Online subscription costs for platforms that supports the organisations to engage the wider public • Other programme costs such as collaborators/ consultants/ project hires, materials, research/ development/ documentation/ archiving cost, rental of 	<ul style="list-style-type: none"> • Capital expenditure including refurbishment of buildings and offices • Purchase of equipment (e.g. laptop, printer, musical instrument, etc.)

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equipment for purposes to deliver programmes (i.e. AV/ PA system, projector, microphones etc)	
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A note on the payment transaction guideline
Please note that a successful beneficiary shall not enter into any transaction with related parties which will be deemed not claimable. For purposes of this provision, the expression “related parties” means but not limited to any related companies/ organisations that is wholly owned and/or related to the beneficiary.

What do we look for in applications for the CENDANA Arts Organisation Resilience Funding Programme?

<p>Proposal</p> <ul style="list-style-type: none"> • The strength of the proposed programmes and outcomes for the period of funding, in achieving your organisation’s vision. • The demonstrated capability to realise ideas/ programmes/ delivery of services based on track record. • A reasonable estimate of the budget, which demonstrates that your organisation has reviewed its past years’ operating trends, and has a realistic grasp of its future operating requirements and limitations, and an understanding of its revenue potential. 	<p>Engagement of Stakeholders and Public</p> <ul style="list-style-type: none"> • Potential to create greater accessibility to the arts. • Reaching out to different demographic of audiences (i.e. underserved communities, youth at risk, senior citizen etc.) • Create opportunities in the industry through access to local/ regional/ international networks and partnerships.
<p>Development of Art Industry</p> <ul style="list-style-type: none"> • Demonstrate leadership role in the industry (i.e. setting professional standards and best practices that contribute to the sector) • Nurture local talents and groom the next generation of arts and cultural professionals. • Proactive in addressing gaps and creating opportunities in the industry. 	<p>Accountability</p> <ul style="list-style-type: none"> • Sound management of financial resources (this includes proper record keeping in accordance with accounting standards and sound financial processes). • Strong corporate governance practices (if applicable, there should be active involvement from Board members to ensure effective checks and balances).

Submission of documents required for application process includes the below:

- Submitted application and proposal (to include details of proposed plan, outlined programmes, organisation profile, past project history, articles/ reviews if available and any other supporting details);
- Budget breakdown (template provided within application form);
- Implementation Plan (template provided within application form);

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- Recent two (2)-years audited accounts report prepared by external auditor;
- Current year management accounts report (i.e. summary of accounts, profit and loss, balance sheet etc.);
- CTOS¹ Consent Form (*template provided within application form*) – applicable to Registration of Business under Company Commissions of Malaysia – SSM and Registrar of Companies.

What is expected from successful applicants?

- To deliver project as outlined in approved proposal and adhere to reporting requirements as agreed;
 - Keep in regular contact with CENDANA to update on project progress or should there be any changes in the proposed scope of works;
 - To apply CENDANA brand guidelines onto all communication platforms e.g. to include logo on all publicity and marketing collaterals² for supported projects, platforms;
 - To ensure all payment vouchers, invoices and receipts for project expenditure are kept as proof of payment to be submitted to CENDANA. Failure to provide the necessary supporting documents may affect the disbursement amount;
 - Key personnel of your organisation may be required to attend a Mentorship Programme for up to six (6) months (this may include a few hours a month only) with assigned Mentors in specific areas that will assist on the below:
 - Developing action plans;
 - Delivering organisation's goals and objectives; and
 - Improving financial sustainability.
- The cost of participating in this Mentorship Programme will be borne by CENDANA.

What are the reporting requirements for the Programme?

- **Progressive Milestone Report** – depending on the duration of funding period, there will be Progress Report(s) required for reporting submission along with supporting documents to substantiate the claims (i.e. receipts, invoices, payment vouchers etc.);
- To provide summary of project expenditure and any other relevant reporting documents as required by CENDANA;
- **Management Accounts, Project Final Report** and CENDANA's **Monitoring Survey** – to be submitted within fourteen (14) working days from completion notification date (template/ form provided by CENDANA);
- To submit any other form of validation – supplementary materials of activity such as videos, photos and collaterals created (if applicable).

How will you receive funding?

- Depending on your approved funding quantum, your funding will be disbursed in four (4) tranches across a maximum of twelve (12)-month period, subject to the monitoring process and reporting requirements during the period of funding, and will be credited into your organisation's recognised bank account or provided in a cheque form.

¹ CTOS is Malaysia's leading Credit Reporting Agency (CRA) under the purview of the Registrar Office of Credit Reporting Agencies, Ministry of Finance and regulated under the Credit Reporting Agencies Act 2010.

² Details outlined in Agreement.

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- You will be required to be present at a one-on-one meeting with the CENDANA team physically or virtually (depending on your location of residence).

Structure of the CENDANA Arts Organisation Resilience Funding disbursement is to be determined as follow:

Upon signing of Agreement	Progress Part 1	Progress Part 2	Final Report and Economic Survey Report
First disbursement to kick-start programme (20% of the approved amount) upon signing of the Agreement by both parties within twenty-one (21) working days.	Subsequent disbursement in tranches of (30% of the approved amount) on a quarterly basis within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> Progressive Milestone Report; Supporting documents to substantiate the claims (i.e. receipts, payment vouchers, invoices etc). 	Subsequent disbursement in tranches of (30% of the approved amount) on a quarterly basis within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> Progressive Milestone Report; Supporting documents to substantiate the claims (i.e. receipts, payment vouchers, invoices etc). 	Final disbursement (remaining 20% of the approved amount) within twenty-one (21) working days after receiving submission of documents that meet CENDANA's reporting requirements as below: <ul style="list-style-type: none"> Final Report; CENDANA's Monitoring Survey; Management accounts for duration of 12 months (<i>if applicable according to programme</i>); Final statement of accounts (proof of expenditures i.e. receipts); Supplementary materials (photos, videos, collaterals create if applicable).

The data and outcomes reporting provides CENDANA with valuable information to monitor the performance and activity of each organisation, and ensures accountability of public funds. It also informs the research and communication by CENDANA, allowing us to demonstrate the impact of our funded organisations.

How can you apply for the CENDANA Arts Organisation Resilience Funding Programme?

- You can submit your funding application through CENDANA's online grant management system on www.cendana.com.my . Submissions via other means, e.g. email and hardcopies will not be accepted.
- Application and templates for relevant submission documents are provided for within the system.

Who can you contact if you have questions?

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If you have any questions, or wish to discuss your application in detail, please email grants@cendana.com.my

What happens after you submit an application?

- Once application deadline closes, all applications will be vetted through to ensure projects meet the eligibility criteria and relevant supporting documents have been submitted.
- All applications must also include consent from the applicant to allow CENDANA and MyCreative Ventures Sdn. Bhd. to conduct a background check on your organisation as part of the due diligence process.
- All applications are jointly assessed and approved through a highly competitive evaluation process.
- Applications that meet all requirements will then go into evaluation process to be assessed by the **CENDANA Industry Advisory Panel** comprise of industry advisors, experts and practitioners, determined by a weighted scoring system against the assessment criteria.
- The highly weighted applicants will also be jointly interviewed by the CENDANA Industry Advisory Panel.
- The recommended applicants will be reviewed and subsequently approved by the **Management/ Board of Directors**.
- All proposals submitted to CENDANA will be treated in the strictest confidence. Likewise, CENDANA's panels are bound by non-disclosure agreements and are required to declare non-conflict before reviewing any proposals.
- Notification of application outcome will be sent via email confirmation no longer than six (6) weeks after the application closing deadline.

What would affect your application?

Applications that do not have sufficient documentation upon submission will result as an incomplete application and will not be advanced for evaluation. List of documents required:

- Copy of MyKad Identity Card* – clear copy of both back and front image on same-sided A4 page; (**lead applicant and director(s)/ shareholder(s) of organisation*);
- Copy of company registration forms – e.g. Form 9 (SSM Form), Form 24 or 49, authorisation letter (if applicable), list of committee members (for societies);
- CTOS Consent Form (*template provided within application form*) – applicable to Registration of Business under Company Commissions of Malaysia – SSM and Registrar of Companies.;
- Recent two (2)-years audited accounts report prepared by external auditor;
- Current year management accounts report (i.e. summary of accounts, profit and loss, balance sheet etc.);
- Proposal (*to include details of proposed plan, outlined programmes, company profile, past project history, articles/ reviews if available and any other supporting details*);
- Budget breakdown (*template provided within application form*);
- Implementation Plan (*template provided within application form*).

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What happens after the applications are assessed?

Successful Applications

Successful applicants will receive an official email notification with the Letter of Offer stating:

- Approved Arts Organisation Resilience Funding Programme amount;
- Terms & Conditions of the Arts Organisation Resilience Funding Programme;
- Performance goals and deliverables.

The Arts Organisation Resilience Funding Programme will be valid for thirty (30)-days from the time the email of notification is sent out. If you do not accept the offer within this period of the time, the offer will lapse.

Unsuccessful Applications

Unsuccessful applicants will receive an official email within the same notification period.

Appeals

CENDANA will not be able to accept appeals. All decisions are final.

A Note on Arts Resilience Funding Programme Guidelines

While we promote and develop the arts for the future of Malaysia, as an agency disbursing public funds in line with Government policies, CENDANA has to prioritise proposals which **do not:**

- Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society;
- Threaten the nation's security or stability.

CENDANA reserves the right to revoke any applications / approvals should there be:

- Changes in the scope of the project without notifying and getting approval from CENDANA;
- Indirect or direct degrade or tarnish of CENDANA's reputation;
- Unable to complete the project as per the submitted proposal (without valid justification);
- Breach of terms and conditions specified and agreed in the Funding Programme agreement.

However, if you have not carried out your proposal, severely underperform in meeting the mutually agreed targets, or spend significantly lower than what was originally projected, CENDANA reserves the right to review the approved funding, and/ or may cease funding altogether.

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ABOUT CENDANA

CENDANA (Cultural Economy Development Agency) is a government agency that was officially launched on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn Bhd. (a wholly owned company of Minister of Finance Incorporated) and reports to the Ministry of Communications and Multimedia. For more information, please log on to www.cendana.com.my.

ACKNOWLEDGEMENT

- National Arts Council Singapore